

## Interactive Network

### Message

**Sent on:** 3-04-2013

**Expires on:** 4-30-2013

**From:** Alternative Fuel Vehicles (AFV) Sales and Marketing

**Subject:** MY12 Civic Natural Gas Vehicle Free Fuel Card Promotion – Extension of Program and Inclusion of Bidded Fleet Customers

Dear Honda Civic NGV Dealers:

The Civic NGV Fuel Card Promotion has been **extended to April 30, 2013**. This program allows eligible Civic NGV customers to receive either a \$3,000 Clean Energy Fuel Card or a \$2,000 Visa Debit Card that can be used for fuel when they purchase or lease a new Model Year 2012 Civic NGV from a Civic NGV-certified dealership who is enrolled in the program and contribute \$1,000 to the purchase of the fuel or debit card during the program period from October 4, 2012, to April 30, 2013 (previously March 4, 2013).

In addition, the Civic NGV Fuel Card Promotion has been expanded to now include bidded fleets, defined as fleets who request bids from dealerships prior to making a purchase decision. A dealer now has the ability, at its discretion, to offer bidded fleets either fuel card. Please note that the Fuel Card Promotion continues to be available to retail customers and non-bidded fleets, as well.

Please note that this program is only for Model Year 2012 Civic NGVs and, if you are in need of inventory, please contact your American Honda Alternative Fuel Vehicle Department Representative.

**Please Note: Model Year 2013 Civic NGVs are projected to not be available until June 2013. The on sale date is however subject to change.**

#### **Background and Details**

As a matter of background, American Honda is offering Honda dealers an opportunity to provide Civic NGV customers (retail or fleet) with a pre-paid compressed natural gas fuel card when the customer buys a new Model Year 2012 Civic NGV. This is an effort to promote the sale of the Civic Natural Gas Sedan by providing customers “free” fuel.

There are two types of cards available for the customer to choose from:

- A Clean Energy \$3,000 Fuel Card – A customer who is in an area in which there are Clean Energy stations may elect to take the Clean Energy \$3,000 Fuel Card. If this is the choice, the customer will receive a card that has a \$3,000 value and has been paid for with \$1,000 from American Honda, \$1,000 from the dealer and \$1,000 from Clean Energy. Under this option, the fuel card can only be used at Clean Energy stations throughout the United States. (A list of Clean Energy stations is attached to this bulletin.)

- A \$2,000 Prepaid Debit Card To Be Used For Fuel – A customer may elect to take a \$2,000 Visa Debit Card that can be used to purchase fuel.

Please note: For either card a dealers' \$1,000 contribution will be billed to their Balance Forward Account.)

It is at the discretion of the Honda dealer whether it enrolls in the program, committing to make the \$1,000 contribution for each MY 2012 Civic NGV sold to a customer and having the customer receive the fuel card incentive. If your dealership is not currently enrolled and would like to enroll in the incentive program, you must complete the enrollment form that is attached to this bulletin.

Once the dealer enrolls in the program, it will offer the incentive to customers, assisting the customer at the point of sale to complete either a Clean Energy Fuel Card Application for the \$3,000 Clean Energy Fuel Card or the form for the \$2,000 Visa Debit Card. Once the dealer completes this form with the customer, the dealer will then send the forms to AHM for processing. Once processed, either a \$3,000 Clean Energy Fuel Card will be issued by Clean Energy directly to the customer, or AHM will send the Visa Debit Card to the customer, within three weeks of the vehicle being registered, delivered and recorded (RDRed). In either transaction, AHM will bill the dealer's "Balance Forward" account \$1,000.

The applications for the two fuel card promotions are attached. (One is a revised Clean Energy Fuel Card Application and one is the application for the \$2,000 Visa Debit Card.) Please complete these with your customers and send them to Eric Rosenberg at fax number 310-783-3263 or e-mail at [eric\\_rosenberg@ahm.honda.com](mailto:eric_rosenberg@ahm.honda.com).

Please see Honda Marketing Bulletin HP-NO87 for complete program details.